

CONTRACT

WGNT
720 Boush Street
Norfolk, VA 23510
(757)446-1000

<u>Contract / Revision</u> 549842 /		<u>Alt Order #</u>
<u>Product</u> Kaine for Senate 2012		
<u>Contract Dates</u> 08/27/12 - 09/02/12		<u>Estimate #</u>
<u>Advertiser</u> Kaine/D/Senate		<u>Original Date / Revision</u> 08/21/12 / 08/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WGNT	<u>Account Executive</u> House WGNT	<u>Sales Office</u> WGNT Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research
11350 Random Hills Rd
Suite 670
Fairfax, VA 22030

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WGNT	08/27/12	09/02/12	10a-11a M-F	10a-11a	M---F--	:30	2	\$140.00	NM	2	\$280.00
2	WGNT	08/27/12	09/02/12	12p-1p M-F	12p-1p	--W----	:30	1	\$140.00	NM	1	\$140.00
3	WGNT	08/27/12	09/02/12	4-5p M-F CW	4p-5p	-T-TF--	:30	3	\$100.00	NM	3	\$300.00
4	WGNT	08/27/12	09/02/12	5p-6p M-F	5p-6p	M-W----	:30	2	\$220.00	NM	2	\$440.00
5	WGNT	08/27/12	09/02/12	6p-7p M-F	6p-7p	-TWTF--	:30	4	\$200.00	NM	4	\$800.00
N 6	WGNT	08/31/12	08/31/12	9a-10a M-F	9a-10a		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	----F--				1	\$140.00			
√ 7	WGNT	08/29/12	08/29/12	4-5p M-F CW	4p-5p		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W----				1	\$100.00			
√ 8	WGNT	08/28/12	08/30/12	5p-6p M-F	5p-6p		:30			NM	2	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-T---				2	\$220.00			
√ 9	WGNT	08/27/12	08/27/12	6p-7p M-F	6p-7p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	M-----				1	\$200.00			
Totals											17	\$2,840.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 08/31/12	17	\$2,840.00	\$2,414.00
Totals	17	\$2,840.00	\$2,414.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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